

SEP 20 1995

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**WORKING  
OVERTIME  
FOR YOU.**

September 15, 1995

Dear Mark:

We did what seemed almost impossible - we created and launched seven new brands in less than five months. And it could not have happened without your time, commitment and support.

The press has been extremely positive. While they continue to portray it as a Dirk and Diane story, regardless of what we have said in the interviews, we all know that this was a massive team effort. The real stars are people like you, who really made Moonlight happen.

While we have a long way to go still, in terms of sales and distribution, we are off to a great start. We look forward to our future success and to more new and innovative ideas. There is no team like the RJR Team.

Congratulations and thanks.

*Dirk*  
D. Herrman

*Diane*  
D. Roberts

DH/DR/cwh



MOONLIGHT

TOBACCO

COMPANY

A DIVISION

OF R.J.R.

TOBACCO CO.

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